



How Small Teams Can Use Tools to Make  
Big Things Happen in Social Media



# An editorial calendar helps you track your social media strategy

- What needs to be done and when
- Resources you need to allocate
- Who's involved (producers, approvers, etc.)
- Results produced



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## Weekly Editorial Calendar

QUARTER, YEAR 3<sup>rd</sup> Quarter 2012

	MEDIA & TITLE	DATE	DUE	RESULTS
MONTH <b>July 2012</b>	P&P blog, Where do Book Ideas Come From?	July 5	July 2	3 comments, 117 RTs
TOPIC OR THEME Choosing a book topic	Free webinar, Does Your Book Topic Make Sense?	July 10	July 6	
	CMI guest post, Topic Trends for Premium Books	July 18	July 13	
	P&P blog, Selecting Topics for Self-Published Books	July 23	July 20	
MONTH <b>August 2012</b>	P&P blog, 10 Keys to Book Title Success	Aug 1	July 27	
TOPIC OR THEME Selecting a Title for Your Book	Free webinar, Choosing the Right Book Title	Aug 7	Aug 3	
	CMI guest post, Title Suggestions for Premium Books	August 15	Aug 10	
	P&P blog, Testing Your Book Title Idea Before It's Too Late	Aug 20	Aug 17	
MONTH <b>Sept. 2012</b>	P&P blog, 12 Tools to Organize Your Ideas into Chapters	Sept 5	Aug 31	
TOPIC OR THEME Creating a Table of Contents	Free webinar, Getting Started Harvesting Your Ideas	Sept 11	Sept 6	
	CMI guest post, Finding Content Gold on Your Hard Drive	Sept 12	Sept 7	
	P&P blog, Using Mind Maps to Create a Table of Contents	Sept 17	Sept 14	

Automation is not  
the enemy.



Content schedulers enable you to make the most of limited time and resources

- Hootsuite
- Facebook
- Buffer
- IFTTT

But...make sure you know what's scheduled!



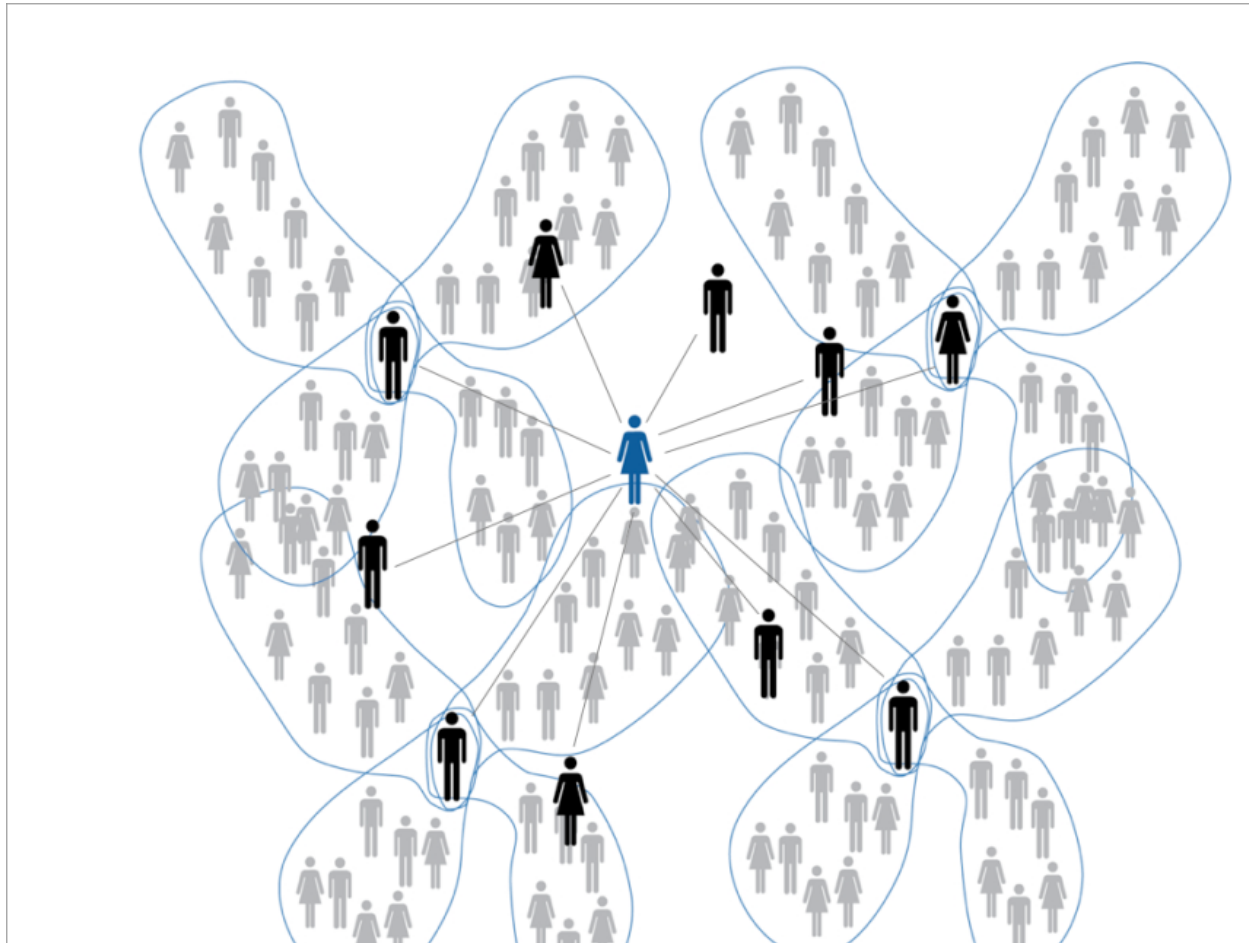
# Free social media measurement tools are great...and they have their limits

- Use multiple tools to get a complete picture
- Remember that tools can change the way they measure
- Try to get budget for pro tools

# Use social tools to share and collaborate with your co-workers

- Yammer
- Google+ Hangout
- Skype
- Pinterest

Social media is about people and relationships,  
not tools.



# Questions or comments?

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